Inaugural Display Continuing Thursday and Friday of This Week

A sumptous gathering of Women's Easter Costumes, Coats, Tailored Suits, Waists, Petticoats and Neckwear. The first Opening Day has brought at least one fact prominently before the observing ones-and that is, this store's leadership in women's apparel of the most desirable kind, and while we are setting a pace in distinctive styles and becoming, beautiful gowns, we are astonishing everybody with the extremely moderate prices we are asking for the beautiful creations we show in such wonderful variety.

> OUTFITTERS TO MEN WOMEN & CHILDREN BRIDGEPORT, CONN.

REDDING NEWS OF **GENERAL INTEREST** TO OUR READERS

Redding, March 25.—When passing strangers saw smoke pouring from the many apertures in the siding, the roof and the half plugged windows of Geo. Keeler's patchwork shanty close by the main highway through Pleasant Valley they frequently obeyed the impulse to shout an alarm of fire. At this the neighbors smiled indifferently because they knew the shanty was without a chimney and that the discharge end of Keeler's stovepipe was within the building. Consequently outpouring smoke from all parts of the shanty was the normal state of things almost continuously in winter and around meal times the rest of the year. How a human being could live year after year in this creosote laden atmosphere and with the further handicap of an unwholesome diet and a temperature in winter very like that outdoors they could not understand. Long ago they gave up the puzzle and nobody was surprised at the news that Keeler had been found dead without any particular sickness as a preliminary. He attended church last Sunday. Early Monday morning he complained to a caller of not feeling well. The caller told neighbors who upon subsequently noticing a cessation of the smoke output on the premwell. The caller told neighbors who upon subsequently noticing a cessation of the smoke output on the premises, inferred that something was wrong and went to the shanty. They found the lifeless body of Keeler on his bed under a deep covering of ragged and dirty blankets. Despite the self imposed hardships of his existence he had lived to the age of 64. Furthermore he always seemed contented with always seemed contented with

more he always seemed contented with his lot and appeared to get as much happiness out of life as the average numan being. Dr. Smith, the medical examiner, gave heart failure as the cause of death. The contributory causes he did not attempt to specify bue everybody thought they knew.

Selectmen Banks and Sanford had the body taken in charge by Undertaker Bouton. Later a niece of the deceased, Mrs. Leffert of Bethel, arranged for the funeral. Services were held Wednesday at the Bethel Catholic church and interment was in the old Danbury cemetery. Danbury cemetery.

The town officials found in the shan-ty conditions indescribably wretched.

ty conditions indescribably wretched. Each of the three rooms, none of which had doors in the door openings, a nightmare of litter and rubbish a hightmare of litter and rubbish with everything soot covered and black from smoke. In the kitchen smoke and the steam from cooking had form-ed a black encrustation on the ceiling and in places condensed into pendants. The floor was a succession of ridges. Fragments of food, a long time accumulation, were everywhere.

Keeler was an inoffensive character and in his way industrious. In their seasons he spent most of his time gathering berries and nuts, traveling miles daily in these excursions and usually taking his wares to Bridgenort.

ually taking his wares to Bridgeport or Bethel in a handcart. Sometimes he would go to market in the same manner with junk. When he bought eatables he always sought those which had seen better days because they were cheaper. For him nothing in the food had seen better days because they were cheaper. For him nothing in the food line became spoiled enough to be rejected. His parsimonious ways led to the rumor that he had amassed a hoard which he kept secreted in his shanty. This popular belief was strengthened when he told two or three years ago about losing \$50 or \$60 from the bills being chewed up by rats. With this treasure story in rom the bills being chewed up by rats. With this treasure story in mind the selectmen made as thorough a search of the shanty as they had stomach for in view of the unsavory conditions but found a total of only \$2.60. In addition to his cabin Keeler owned about 20 acres of rough land. 52.60. In addition to his cabin Keeler owned about 20 acres of rough land.

John Todd, the former lime manufacturer and one of the towns' wealthiest and best known residents, has been seriously ill for several days and on Wednesday there was little expectation of his recovery. on Wednesday there was little expec-tation of his recovery. One day last week he had a seizure at the Bethel depot upon returning from a trip to New York and was found in a dazed condition. Afterwards pneumonia de-veloped, affecting both lungs. Mr. Todd is nearly 80 years of age and re-tired from active business several

Alex. Watt, Jr., formerly of Bridge-port and this town and now of New York, was married in that city on

port and this town and now of New York, was married in that city on Tuesday to Miss Emma Saunders. The couple arrived here Wednesday for a short stay with Mrs. Henry Sanford in Pleasant Valley. Mr. Watt holds a responsible position with Vantine & Co., importers of bric-a-brac.

The suit for \$5,000 damages brought by Richard Emslie against the Danbury and Bethel Trolley Co., has been settled out of court by the payment of \$1,000. The same company has compromised with Mrs. Mary U. Scribner for a claim she preferred in consequence of slight injuries received in an quence of slight injuries received in an

Shaw's artesian well to the house now building for him has been taken by a Bridgeport party. The distance is 1500 feet and a three inch pipe will be

runk to a depth of three and one-half Mark Twain returned on Saturday from New York where he had been uttending the marriage of his secrearies. He was accompanied by his clara, and one of her woman friends.

The selectmen and other interested divisions are still waiting patiently for

The selectmen and other interested itizens are still waiting patiently for dighway Commissioner Macdonald to ay out the construction work under the \$5,200 appropriation standing to the credit of this town. Last summer all three members of the then board of Selectmen visited Hartford to request prompt action in the matter but so far nothing has been done.

on Thursday of next week there will be two trips daily by the postoffice mail carrier whose route is between the Ridge and West Ridding.

Two of the school districts have already raised \$10 each by subscription for the purchase of books and other educational aids. To each \$10.20 provided the town adds \$5 and the State \$10, making a total of \$25 per district.

Rev. E. R. Evans of Gloversville, N. Y., has rented, furnished, part of the Selleck house at the Center soon to be vacated by Mrs. St. Maur, and will occupy it during the summer.

The Sanford School closed on Wednesday for a ten days vacation.

Mrs. Gibson, who recently sold her

Mrs. Gibson, who recently sold her house on the Ridge, left on Wednesday for Independence, Ia., her former

Herman Smith, son of Dr. Smith, is recovering after a two weeks seige with the mumps.

The Kind You Have Always Bought

SOCIAL **PERSONAL**

The feature of the coming entertainment of St. Joseph's T. L. & B. as-sociation, which will be held at St. sociation, which will be held at St. Joseph's hall, Barnum avenue, next Tuesday evening will be a mock trial. There will also be a fine musical program. The committee has secured the following to take part in the affair:
Will Toomey, Tom Reilly, Jack Hughes,
John Miles, William Nolan, Herman
Schlenske, Frank Braithwaite, Prof.
Harry Maloney, Neary & Miller,
Michael Fitzsimmons and a number of A buffet luncheon will be

Preparations for the coming season are already in progress among the members of the Pequonnock Yacht club. Joseph E. Normand. Edward Washburn, Secretary William H. Brown, John Daly, William Mouncey and others are busy at the club's headquarters overhauling their beats.

A number of the friends of Miss Ethel Hall were entertained at her home on Hewitt street, on Tuesday evening. Social games and mus'c filled out a pleasant evening and luncheon was served. Those present were Misses Dorothy Browne. Mabel Burkhardt, Angle Probert, Esther Browne, Helen Smith, Maud Mills, Hazel Thompson, Mildred Smith, May Losch. Jessie Hounslea. Marion Krouse, Maud Dew, Arline Malloy, Gladys Warner, Pearl James, Mildred Somers and Messrs. John Rundle, Gordon Hounslea, Jack A number of the friends of Miss John Rundle, Gordon Hounslea, Jack French, Louis Losch, George Carroll, Russell Lockwood, Charles Grossinger, Paul Sheehan, Rudolph Broidlin, Clar-ence Keating, Arthur Keating, Albert Hares, Harold Bunnell and George Barnes.

Mr. and Mrs. F. W. Bolande sailed his morning for Hamilton, Bermuda. The members of the Equa Club, one The members of the Equa Club, one of the most popular young men's organizations in the city, entertained their friends with a whist and social last evening at their rooms in Main street. Prizes were won by Miss Gladys Mallory, Miss Lorrette Reilly, Neil Hall, James Doherty and William McElroy. Miss Esther Nerney won the consolation prize. The music for the dancing was furnished by members the dancing was furnished by members of the club, while the catering was by C. D. Lane. A committee is now arranging for a select dence to be held in Masonic hall, Monday, April 19. The committee in charge will be Wille McDonough. Will Lamont. Harry Gaffney, Mat Barron and F. O'Rourke.

LADIES OF CARITY OF ST. VINCENT DE PAUL

accident upon the line.

A special meeting of the Ladies of Charity will be held at the Hospital, which will convey water from S. C. Sunday, March 25th, at 3:30 o'clock. A Sarsaparilla tree from Alcohol

is alcohol a tonic? No! Does it make the blood pure? No! Does

it strengthen the nerves? No! Is Ayer's Sarsaparilla a tonic? Yes! Does it make the blood pure? Yes! Does it strengthen the nerves? Yes! By asking your doctor you can learn more bout this family medicine. Follow his advice.

NARROW ESCAPE OF TWO WHEELMEN

Auto - Ambulance Barely Misses Fatal Collisions in Two Instances, Yesterday Afternoon.

While answering a call, yesterday afternoon, the ambulance narrowly escaped striking two careless wheelmen who were pushing along the streets with their heads down. The first barely escaped a collision head on, on Stratford avenue. On the return the ambulance struck the bicycle ridden by Matthew Bollinger, of 1909 Seaview puest prompt action in the matter but so far nothing has been done.

Dan Beard, the author and artist has been spending the winter in Flushing, was at his place in the summer there.

On Thursday of next week there will be two trips daily by the postoffice mail carrier whose route is between mail carrier whose route is between and light property of the signal of Patrolman Dooley, who was stationed on the corner. The presence of mind of Driver Burlison was all that saved the bicyclist from serious injury if not from death.

injury if not from death.

He was thrown from his wheel, which was wrecked. Although bruised he was able to walk away from the scene. Had not the ambulance been in complete control of the driver Bollinger would undoubtedly have been killed. The affair provoked the suggestion that all wheelmen be compelled to dismount at this congested corner. at this congested corner.

WILL FLASH WIRELESS

MESSAGES TO MARS

Plan of Prof. Todd of Amherst Will b Tried in September.

(Special from United Press.) miles above the earth's surface to flash a message to the planet Mars is the new undertaking laid for himself by Professor David Todd of Amherst col-lege. The effort is to be made next September when Mars is nearest the earth. In his ascension Professor Todd will be accompanied by Leo Ste vens, the government aeronaut, in a mammoth balloon of \$0,000 cubic feet capacity. To attain the great altitude desired, a quantity of oxygen will be taken along to breathe in the atmos-

Although Professor Todd does not presume that the people of Mars un-derstand telegraphy he believes that the planet, if peopled at all, would con-tain a people much further advanced than the inhabitants of the earth, and although they may not understand the Morse code they would possibly know the wireless flashes.

Bears the Bignature Cartet Elitation

CASTELLANE STILL

WANTS WIFE'S MONEY

But He Must Devise Some New Means to Get Hold of it.

(Special from United Press.)
Paris, March 25.—Count Boni De
Castellane's friends are today wondering by what ruse he will next attempt to squeeze from the Princess De Sagan, his former wife, a few more dol-lars to smooth his financial road. The Count's defeat in yesterday's attempt to have a referee appointed to make to have a referee appointed to make an inventory of the furnishings in the Princess' two houses in the hope that he might secure a share of the property awarded to him, has robbed him of his last recourse, in the opinion of those who have followed devious courses of the court and Princess.

These people thought the same way, however, when the Count was defeat. however, when the Count was defeat-ed in his fight for the custory of the children. The appeal from the court's decision giving the custody of the children to their mother, will be heard next month and while it is not believed that the Count has any chance of winning, it is conceded that he will fight hard in order to force the Princess to make financial concessions. cess to make financial concessions.

The Count is not enjoying life in the same lavish way that characterized his movements when the husband of the heiress to Jay Gould's millions. His own income is wholly insufficient to continue his former extravagances and he is a far less amiable person than formerly as a consequence. His than formerly as a consequence. closest friends declare that he is do-ing nothing for his former wife and but little for his children.

Y. M. C. A. BASKETBALL NOTES The most evenly matched basketball teams in the association this season are those of the Indian League in Division A of the boys' classes. This division consists of boys from 12 to 14 These voungsters can certainly play basketball; in fact they play it so well that the league results showed the Narragansetts and the Mas-sasoits tied for first place, and the Pequonnocks and the Senecas tied for

second.

In the final game the Narragansetts took the championship by only two points. The Mass-soits, however, are confident of reversing honors when they play the Narragansetts Friday

The Bridgeport Employed Boys' team which is now heading the State League will be matched against a picked team from their class Friday evening.

Silken Gowns

These attractive gowns, ready to wear, will come under the head of what are termed "little dresses." They are daintily made of Messaline, Salome Silk, soft Taffetas, and a few in natural Pongee. They are in models which will serve for afternoon and bridge frocks, and a certain few will serve as dainty house gowns, as they are guimpe affairs of effective simplicity.

The colors are gray, rose, mulberry, and striped silks in dainty summer patterns. The Empire fashions make them convenient as to sizes.

Evening Capes, of broadcloth in pastel shades, pale blue, amethyst, biscuit, and pearl gray. In distinctive models with trimmings of gold, silver and Persian bands and large buttons.

Coat and Suit Rooms.

Misses' Spring Coats

The Coats for girls are exceedingly smart and very sensible. They are long garments of men's suitings, indistinct stripes and checks of light colors. The Empire and Incroyable periods have contributed to these pretty styles.

Coat and Suit Rooms, second floor.

For Automobile Veils.

Silk Muslin with a lovely chiffon finish, an exquisite fabric. The colors are blue, pink, lilac, cream, cardinal, navy, green and brown. 37 inches wide, and

21 cts a yard.

Wash Goods Section.

The new Willow Furniture. Certain pieces are shown in the window of the Carpet Store. A large number of separate Chairs will be seen on the fourth floor, and these include odd and artistic designs that are good to look at and comfortable to sit in. Small Tea Tables are with these, for sitting room or veranda

The D. M. Read Co.

1072 Main St. DEPARTMENT STORE, 89 Fairfield Av. "THE STORE TO FIND SCARCE ARTICLES"

COUPON GOOD

FRIDAY, MARCH 26 **Butchers and Grocers**

> STRAW CUFFS

3c PAIR

useful articles on a coupon, but they have been so scarce lately that we thought we would pay our customers for waiting by selling them a few at about half price.

THIS IS REASON!

It takes good coffee to make good coffee; Nothing else will THE "DUCHESS" COFFEE

is the kind that makes the best coffee. 35c QUALITY-OUR PRICE 10c LESS

VAN DYK TEA & COFFEE STORE 1135 MAIN ST., COR. ELM ST.

MINIATURE PUG DOGS FREE THIS WEEK DO YOU KNOW THE ONE NEAR YOU? 100 BRANCHES

\$10 and Loan

TO HOUSEKEEPERS. 10 AND UPWARDS

Right now is the time everybody needs a little ready money Perhaps you want to get a new Spring suit or you may owe some small bills you would like to pay if so come to us and we will make you a loan and you can return it to us in small weekly payments. The loans we make are dependable and always satisfactory. Call, write or 'phone 2018. Private offices.

AMERICAN LOAN ASSOCIATION

29 FAIRFIELD AVE. Over Evening Farmer

Not Many Store-Sales Are Uninfluenced by Store-Advertising!

The store-sales to-day that are uninfluenced, directly or indirect-In store-sales to-day that are unfindedeed, directly or indirectly, by store-advertising will not have amounted to ten per cent, of the total business of the day. By the direct influence of advertising is meant the sales of articles specifically advertised. By the indirect inluence of advertising is meant the articles sold that are not specifically advertised, but are displayed to the customers who are drawn to the store BY THE ADVERTISED ARTICLES. In the latter case, as surely as in the first, the advertising must be credited with the

Observant merchants know that this is true. They should gain courage from the knowledge to strengthen their advertising campaiens to the point of matching their store-hopes and plans.

The D. M. Read Co. MODEL FOOD MARKET

CANNON ST.

open and in the shell.

SPECIALS

LARGE BUCK SHAD..... HADDOCK

FRESH HERRING... Also Bluefish, Halibut, Spanish Mackerel, Smelts, Eels, Flatfish, etc. Live and Boiled Lobsters, Long and Round Clams and Oysters,

Paimting AND Decorating In all its branches by practical workmen who thoroughly understand their business and with the best lead, oil, turpentine and other painting materials you can feel perfectly sure of getting what you want—a first class job—one that will last, cost a trifle more, but lasts so much longer that it is not only cheaper in the end but you have had the pleasure of seeing your work done as it should be. Call us on the 'phone or write for estimates.

We have a beautiful line of new wall papers to select from, the largest assortment in the city; also sample books of same, the best and latest ideas in wall decorations.

THE JOSEPH P. COUGHLIN CO. Practical Painters and Decorators Manufacturers of Picture Frames 'PHONE 1164-3-777-783 EAST MAIN STREET

has made it possible for us to fit out and furnish many houses in this city. Many a young married couple who were desirous of starting for themselves, have tried our system and can vouch for its success. We feel confident that our goods, prices and terms cannot be beat. We invite you to call and investigate.

THE WENTWORTH FURNITURE CQ. "THE HAPPY HOME SPECIALISTS," 115 JOHN STREET

JOHN F. FAY, 239 FAIRFIELD AVE. 4 Doors Above Broad St. High class Furniture, Draperies and Novelties, re-upholstering and refinishing furniture, Shades and Curtains in great variety.

All kinds of bedding made to order and made over. The only store of its kind in New England.

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needs good harness to do proper work. And by good we mean a great deal We mean good in appearance, good in material, good in workmanship, good

THAT KIND OF HARNESS can best be had here. The proof of that you can have by stopping in and viewing the harness itself. You could afford to pay more than ordinary prices for such superiod quality, bu you don't have to at this shop.

WOOSTER-ATKINSON

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We do not often run these SOMETHING NEW EVERY DAY

and the best Furniture value for the money anywhere. A good motto and we strive hard to keep it bright and true. We make handy prices-close prices -and you will find them this way on all grades of Furniture, Rugs, Lace Curtains, etc.

We have them for the cottage or the palaceeach benefit by our close margin of profit. That's why we meet all demands quickly and pleasingly.

N. BUCKINGHAM & CO., Inc. 177 STATE STREET

WHERE TO GO THIS SUMMER

Not a bit too early for you to begin casting about for a place to this summer. Summer's not so very far away.

You'll get the pick of the cottages—the most desirable rooms at the hotel or boarding cottage—if you look about now. Cape Cod's to be the vogue this summer. You really ought to know about it.

Then there's Buzzard's Bay; there's Marthas Vineyard and Nan-tucket; there's Narragansett; there's Newport; there's Watch Hill and there's the beautiful shore line of Connecticut. No other summering places can offer you greater or more varied

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